



WPTV

ORDER

Print Date 09/12/12

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Flight Dates 09/18/12-09/24/12

Contract / Revision 310172 /

Original Date / Revision
09/05/12 09/12/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

Obama for America

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # 1536

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	29	\$12,388.75	\$14,575.00	0.00
Totals	29	\$12,388.75	\$14,575.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	29	\$12,388.75	\$14,575.00

Hiatus Dates: 09/11/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WPTV	09/18/12	09/24/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/18/12	09/24/12	-----S		1		\$550.00		0.00					
E 2	WPTV	09/18/12	09/24/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	2	\$120.00	P-3	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/18/12	09/24/12	MTWTF--		2		\$120.00		0.00					
E 4	WPTV	09/18/12	09/24/12		CM	7-9a	MTWTF--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00



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Contract / Revision **310172** Flight Dates **09/18/12-09/24/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/05/12/ 09/12/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1536**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9a											
				M-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	- TWTF - -					1	\$750.00		0.00			
E 6	WPTV	09/18/12	09/24/12	Sa 11-1130P	CM	11-1130p	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				Sa 11-1130p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S-					1	\$600.00		0.00			
E 7	WPTV	09/18/12	09/24/12	Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				Su 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S					1	\$150.00		0.00			
E 8	WPTV	09/18/12	09/24/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	1	\$150.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					1	\$150.00		0.00			
E 9	WPTV	09/18/12	09/24/12	M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					2	\$150.00		0.00			
E 10	WPTV	09/18/12	09/24/12	Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				Sa 10-1030a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S-					1	\$400.00		0.00			
E 11	WPTV	09/18/12	09/24/12	M-F 12p NEWS	CM	12-1p	MTWTF--	:30	4	\$125.00	P-3	0.00	NM	4	\$510.00
				M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					4	\$125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
26	NPTV	09/18/12-09/24/12		M-F 12p NEWS		12-1p	MTWThF----	:30		\$135.00		0.00	NM		
E 12	WPTV	09/18/12	09/24/12	M-F 630-7p	CM	630-7p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
				M-F 630-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					1	\$1,500.00		0.00			
E 13	WPTV	09/18/12	09/24/12	Su 6p	CM	6-630p	-----S	:30	1	\$300.00	P-3	0.00	NM	0	\$0.00
				Su 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S					1	\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
18	WPTV	09/18/12-09/24/12		Su 6p		6-630p	-----Su	:30		(\$325.00)		0.00	NM		
Credited															
spots being made good on order #306475															
E 15	WPTV	09/18/12	09/24/12	M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
				M-F 1135p-1235a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					2	\$275.00		0.00			
E 16	WPTV	09/18/12	09/24/12	M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$550.00	P-3	0.00	NM	1	\$500.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					1	\$550.00		0.00			



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Contract / Revision **310172** Flight Dates **09/18/12-09/24/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/05/12/ 09/12/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1536**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WPTV	09/18/12	09/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$550.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	MTWTF--	1		\$550.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
13	NPTV	09/18/12-09/24/12		M-F 5-530p	5-530p		MTWThF----	:30	\$500.00	0.00	NM			
E 17	WPTV	09/18/12	09/24/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	2	\$425.00	P-3	0.00 NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	MTWTF--	2		\$425.00		0.00					
E 18	WPTV	09/18/12	09/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	2	\$525.00	P-3	0.00 NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	MTWTF--	1		\$525.00		0.00					
E 19	WPTV	09/18/12	09/24/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	-----S-	1		\$300.00		0.00					
E 20	WPTV	09/18/12	09/24/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$650.00	P-1	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	MTWTF--	2		\$650.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
11	WPTV	09/18/12-09/24/12		M-F 7-730p	7-730p		MTWThF----	:30	(\$550.00)	0.00	NM			
Credited spots being made good on order #306475														
E 21	WPTV	09/18/12	09/24/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	-----S-	1		\$150.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
6	WPTV	09/18/12-09/24/12		Sa 7-8P	7-8p		-----Sa--	:30	(\$150.00)	0.00	NM			
Credited spots being made good on order #306475														
E 22	WPTV	09/18/12	09/24/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	1	\$550.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	MTWTF--	1		\$550.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
6	WPTV	09/18/12-09/24/12		M-F 730-8p	730-8p		MTWThF----	:30	(\$550.00)	0.00	NM			
Credited spots being made good on order #306475														
E 23	WPTV	09/18/12	09/24/12	NBC Monday Prime The voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	M-----	1		\$1,200.00		0.00					
E 24	WPTV	09/18/12	09/24/12	Tuesday Prime B Go on/The new normal	CM	9-10p	-T-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	-T-----	1		\$700.00		0.00					
E 26	WPTV	09/18/12	09/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$600.00	P-3	0.00 NM	2	\$1,200.00



WPTV

Print Date: 09/12/12

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Contract / Revision **310172** Flight Dates **09/18/12-09/24/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/05/12/ 09/12/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1536**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	WPTV	09/18/12	09/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					2	\$600.00		0.00			
E 27	WPTV	09/18/12	09/24/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S					1	\$1,200.00		0.00			
E 28	WPTV	09/18/12	09/24/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S					1	\$1,750.00		0.00			
Totals														29	\$14,575.00